

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

**PRESIDENT PAULU RE-ELECTED**

Among the many accomplishments of the St. Louis Convention was the election of new NAEB officers for 1958.

Dr. Burton Paulu, director of radio and television broadcasting at the University of Minnesota, was re-elected to a second term as president. Former NAEB Secretary Jack McBride, director of educational television at the University of Nebraska, became the new vice-president. Haskell Boyter, director of radio and television education, Atlanta Board of Education, Georgia, was elected as secretary. Re-elected for a third term as treasurer was Robert Coleman, director of WKI radio at Michigan State University.

At this point, balloting for NAEB directors of Regions I, III and V is still in progress. The balloting is done by mail in accordance with the by-laws of the NAEB. Results of the election will be announced in the January *Newsletter* and *Journal*.

The following are the nominees for the directorship of the three Regions:

**Region I**

Seymour Siegel, dir., WNYC, Municipal Broadcasting System, New York City; Miss Marie Scanlon, supervisor, WBGO, Board of Education, Newark, N. J.; E. A. Hungerford, Jr., dir. of operations, Metropolitan ETV Assn., N. Y., N. Y.; Hartford N. Gunn, Jr. gen. mgr., WGBH-FM-TV, Boston, Mass.; (Rev. R. F. Grady, WUSV, and James Macandrew, WNYE, withdrew as nominees).

**Region III**

F. G. Macomber, assoc. provost, Miami University, Oxford, Ohio; Elmer Sulzer, dir. radio-TV, WFIU, Indiana University, Bloomington, Ind.; Edward J. Rosenheim, Jr., University of Chicago, Chicago, Ill.; William Harley, WHA-TV, University of Wisconsin, Madison, Wisc.; (Miss Ola Hiller, WFBE; Armand Hunter, WKAR-TV and George Johnson, WFIU, Indiana University, withdrew as nominees)

**NAEB Newsletter****Vol. XXII, No. 12****December, 1957**

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill. \$5 a year, edited by Hans J. Messaquoi.

**Region V**

Robert Schenckan, dir., radio-TV, University of Texas, Austin, Texas; Gerald Willsea, dir., radio-TV, Denver Public Schools, Denver, Colo.; Miss Marguerite Fleming, mgr., KSLH, Board of Education, St. Louis, Mo.; Duff Browne, gen. mgr., WYES, Greater New Orleans ETV Foundation, New Orleans, La.; (Roy Barhtold, KUHT, withdrew as a nominee).

**NAEB RESOLUTIONS**

The following eight resolutions presented to the convention body by Chairman George Arms of the Resolution Committee, were accepted by unanimous vote:

1. WHEREAS, the 1957 NAEB Convention Committee, which comprises the staffs of KSLH and KETC-TV, with Miss Marguerite Fleming as Chairman, has graciously and efficiently provided for our needs and pleasures during our visit to St. Louis, and whereas the program features have been stimulating and inspiring, the entertainment most cordial and generous, THEREFORE, BE IT RESOLVED that the National Association of Educational Broadcasters express sincere appreciation to Miss Fleming and every member of the committee for one of the best NAEB conventions in the history of the organization.

2. WHEREAS, the planning and support of our convention were enhanced by many members of the St. Louis community,

**THEREFORE, BE IT RESOLVED** that the Association proclaim its gratitude, and ask that the convention chairman convey that gratitude to the teachers and administrators, the business and professional men, the Chamber of Commerce and the Convention Bureau of St. Louis.

3. WHEREAS, the National Broadcasting Company has brightened our convention and delighted our membership with its splendid hospitality,

**BE IT RESOLVED** that the NAEB express to the National Broadcasting Company, through Mr. Edward Stanley, its deep appreciation.

4. WHEREAS, the commercial broadcasters of St. Louis have made an unprecedented contribution to our convention through their hearty participation and most gracious hospitality,  
**BE IT RESOLVED** that the NAEB express its sincere thanks to the commercial broadcasters of St. Louis.

5. WHEREAS, the Statler Hotel of St. Louis has been highly cooperative in providing for the complex needs of our convention, and WHEREAS, Mr. John Lodato of the hotel staff has been particularly helpful to the convention committee,

**THEREFORE, BE IT RESOLVED** that the Association express its appreciation to Mr. Lodato and the hotel management.

6. WHEREAS, the convention was honored by the presence of Commissioner Richard Alfred Mack of the Federal Communications Commission,

**BE IT RESOLVED** that the Association express its appreciation to Commissioner Mack for his participation in our program.

7. WHEREAS, the convention was honored by the presence of Mr. Tor Gjesdal, Director of Mass Communications of UNESCO,

**BE IT RESOLVED** that the Association express its appreciation to Mr. Gjesdal for his participation in our program.

8. WHEREAS, Producer William Harley and all the participants in the NAEB Follies provided such probing, deft and outstanding entertainment,

**BE IT RESOLVED** that the Association express its appreciation to all rendering services.

## DR. TYLER HONORED

Dr. I. Keith Tyler, director of the Institute for Education by Radio and Television at Ohio State University, has been honored with the NAEB 1957 Citation of Merit. The presentation of the citation was made by Raymond Hurlbert, president of the Alabama Educational Television Commission and chairman of the NAEB Awards Committee on Oct. 31 during the Convention in St. Louis.

The text of the citation reads as follows:

For more than a quarter of a century Ohio State University has annually attracted educators and to broadcasters from many states and other lands to discuss and explore their problems in radio — and more recently television — as they relate to education.

To this unique platform have come the greats and the not-so-greats — the dreamers, the extremists, and the moderates — to exchange ideas and share experiences leading to developments of national and international importance.

The necessity of maintaining a climate friendly to the free expression of divergent views, one which encourages controversy while minimizing conflict, has required skill and understanding of a high order. These requirements are fully met in the familiar and trusted key figure who has so long presided over this open forum.

In recognition of the leadership, vision, and devotion of the man who personifies this significant development in communications, the National Association of Educational Broadcasters proudly accords this 1957 Award of Merit to I. Keith Tyler.

## MEMO FROM THE EXECUTIVE DIRECTOR

— HARRY SKORNIA

"The Convention was the best ever," that seems to be the consensus of opinion regarding the 1957 Convention. To Marguerite Fleming and her St. Louis Committee workers our respects. To the many at international, national and local levels who made it what it was, our sincere thanks.

Elsewhere in this issue you will find the list of new officers. Directors for Regions I, III and V, of course, will be elected later, and will be announced in the January *Newsletter* and *Journal*.

A few developments: From January 1 on, the NAEB TV Research Factsheets will be published in the *Journal*. No longer is there any need to subscribe separately. But are all members of your staffs individual members of the NAEB, so they'll get their own copy of the *Journal* and other items that will

be among its features in coming months? There should be at least 2,000 members. We're not up to that yet, but let's try. It's your NAEB.

This brings me to another development. Many serious concerns about what we are doing, and should be doing, were expressed in the NAEB Board meetings. How to become more responsive to the needs of community TV stations, for example, was one question. With so many demands for service, far beyond the staff's ability to meet, what long-range changes are necessary in the organization? These and many other things are on the agenda for a special meeting of Board members, officers and several committee chairmen. This meeting will undoubtedly be in session when you receive this.

We are, to be frank about it, engaging in frank self-appraisal. We need to remain dynamic. We need to meet the demands made on us by changing times. Such is the situation as we approach the new year. I think this is encouraging. And remember, as I've said many times, we can use every good idea any one of you has to contribute — however blunt — however much you have hesitated to mention it before. So, if you have ideas on how to make the NAEB better, stronger and more useful, not only to you but to the nation generally, please send them along.

Now, I come to something fairly controversial. It has been suggested that your President and I, in our columns, devote less time to our travels. I wish to remain responsive to this suggestion and remain responsive also to even more people who say they think I should "share ideas" picked up on such travels.

Therefore, I shall restrict myself to saying that after the Convention while at the Conference of the National Commission for UNESCO at San Francisco; and while at the annual Convention of the Adult Education Assn. combined with the meeting of the National Assn. of Public School Adult Educators (to which I spoke) in San Diego, I picked up several ideas that I give you as thought starters:

"It's disciplined ferment that gives life to grape juice." One speaker was referred to as "a meritorious hell-raiser." Mrs. Roosevelt was quoted as saying educators must "comfort the disturbed and disturb the comfortable." What is our role in the face of growing public apathy? How can we meet the fears and reservations of our boards and yet assume that responsibility which sometimes gets us into controversy? (I was recently moved to write Jack Gould of the New York Times to applaud his column on educational TV's responsibility to face up to this need). "Conflict is the stuff of progress. It causes problem solving. We need to train people how to meet, handle and capitalize on controversy within democratic frame-

works." "We must use (and help shape) our cultural system, not merely "adjust" to it."

"More education is needed even by the factory worker — He has to be highly adjustable, learning new skills to meet rapid changes in machines, technological developments and residence."

"Mass media are causing people to dress alike, have homes alike, talk alike, and think alike." "How do we help counteract the stereotypes in people's heads?

"The individual is called on to make decisions about hundreds of things he doesn't even understand" — What is our responsibility to help explain, simplify and clarify the issues on which responsible citizens must have informed attitudes and take action? If they don't take such action, we may lose our liberties to "those who know about" such things.

Several speakers (non-NAEB, non broadcasters) severely took to task many of our great educational institutions for their neglect of the mass media. Are we, professionally, qualified and ready for the demands being made on us, and about to be made — in responsible, educational fashion?

"A mobile society may mean an unstable society." In view of the well-known growing mobility of our population, how can we help? Can we provide in the mass media roots and security which individuals used to find in the community? How can we help reduce the wear and tear that people undergo as they move from place to place (and children move from school to school)?

"Thanks to our insistence, as a people, on new and bigger cars, etc., America, in our lifetime, has become a "have-not" nation in many resources at an alarming rate: in iron, copper, water, etc. What can we do, and what must we do, regardless of pressures, in such a critical area?"

"We have become a "power-happy" people." We are wasteful of power: in electricity, automobiles, etc. Educator's responsibilities in this regard are obvious.

"We should be less smug about our system, and stop imposing it on others. When we were a young nation we were as sensitive (about French, British or other attempts to interfere, or pressure us out of a position of "neutrality") as India and many other new, still forming nations are today." The lessons of history are soon forgotten, or too often never learned. How do we balance this need with the demand for increased training in science?

"We need to reestablish respect for the individual with rarefied knowledge." Our scientists (and other intellectuals) are too flippantly designated as eggheads, communist tools, or given other false labels. A San Francisco newspaper of only 10 years ago was quoted regarding some "crazy scientist and philosopher who dreamed of sending satellites around the world." Yet it was our colleges and universities which gave students the concept of the "egghead." What it created, it now deplores. A new attitude is indicated, to which the mass media can contribute.

"Man is a creator as well as a creature." Let us dare, as educators, to believe that we can be masters of the human and cultural process, not its slaves.

"We are inclined to think of the good (or strong) machine and the bad (or weak) I. Man created machines. We can only intimidate ourselves or each other — machines should not."

"Many people need to distort complex problems into terms they can handle. They then handle only the distortion, not the situation." We have responsibilities for simplifications without distortion.

"Problems can be solved. Predicaments (like too large classes, too few teachers or classrooms) can only be resolved."

"Schools for years have suffered from public apathy. They are now suffering from public interest."

"Seminars (like those for executives and industry) are needed for professors — for exchanging experiences in teaching — and stimulation by outside specialists."

"Too much of adult education has been an extension of a system devised for and centered on youth: The best years of our lives. We need to begin to emphasize 'the best is yet to come.'"

"Our educational system has come from a pre-metropolitan era. We have not yet found the educational structure to fit the new pattern of our new metropolitanism and urbanization."

"We create self-expression in our elementary schools and stamp it out in our secondary schools, colleges and universities."

"Thanks to new machines, new types of research are possible. We can compute things we couldn't have attempted to survey before."

"We shouldn't be attempting merely to 'catch up' with Russia, educationally, diplomatically and militarily."

"Few educators see a need to participate in decision-making at top policy levels." To what extent can we arouse our own colleagues to such participation?

And finally, from Wanda Mitchell at the NAEB Convention: "You can't hold back the sunrise. You can only say: 'I don't want to get up.'"

Not all these quotes are exact. They are based on notes. Some combine thoughts from several people. To many I've added a little in "application." To the many fine speakers from whose distilled wisdom this is taken, our thanks.

I know some will say: What's that got to do with the NAEB, or broadcasting? A lot, I think. But I'll be glad to have your reaction.

Meanwhile, may I, too, wish you a rewarding, restful and happy holiday season?

## PARENTS BLAMED FOR NEW CHILD DISEASE

Associate Professor Edward Stasheff at the 28th annual Parent Education Conference at the University of Michigan warned his audience to watch for a new disease in their children—"rigor kinescopic."

"If your kids get it, you have only yourselves to blame," he said.

He described the symptoms of the disease as a glazed look in the eye, accompanied by an ache-all-over feeling, drowsiness and extreme wear on the TV-room furniture.

The cure, said Stasheff, lies not so much in an outright prohibition of TV viewing by children, but in improved programming to meet their needs, and greater selectivity in the viewing habits of their parents.

"Television has, on the whole, avoided the programming excesses of radio in the 30s and 40s," he commented. "Children's TV programs have, in the main, not been harmful. At worst, they have been time-wasters and habit formers. But they have

not always made a positive contribution to the child's growth.

"On the other hand, programs designed primarily for adults have indicated some negative effects on children who were not supposed to be watching them in the opinion of broadcasters. Except in isolated cases, however, the emphasis on crime, on bawdy excitement, on sensation and tension have not been proved to be harmful."

Noting the prevalence of "rigor kinescopic" among adults, Stasheff said a recent report showed nearly 85 million Americans watch TV daily, spending an average of better than 18½ hours weekly at this pastime.

## FCC ACTION

In a petition to the FCC, the Western Television Co. asked that a proceeding, which resulted in an examiner recommending a grant for the operation of a non-commercial station on channel 5 at Lubbock, Tex., by Texas Technological College, be reopened for further hearing, with Western participating as a competing applicant for the channel.

Western claims that the proposed non-commercial operation on that channel by Texas Tech involves an effort to suppress competition in the area.

The examiner in September proposed the grant to Tech, but the FCC announced later it would take no further action until it examined Tech's financial plans. The Commission said it was particularly interested in getting more information on an announced proposal by Lubbock stations KCBD-TV and KDUB-TV to donate \$30,000 each toward construction and operation of Tech's proposed educational station. This proposal was termed by attorneys for Western as "an unusual financing plan."

Western is owned by David P. Pinston and Leroy Elmore, who operate Lubbock radio station KDAV.

► WTVS, Detroit's non-commercial educational TV station, has been granted its license by the FCC, Franklin G. Bouwsma, newly appointed executive secretary of the Detroit Educational Television Foundation, has announced.

In making the announcement Bouwsma commented on the station's growth in its two years of operation. During the first week of broadcasting in October, 1955, WTVS carried five hours of programs; today it is broadcasting more than 60 hours of programs each week.

WTVS is the fourth UHF educational station in the United States to be granted its license.

► The FCC has authorized the regents of the Uni-

versity of New Mexico and the Board of Education of Albuquerque to operate a new noncommercial educational TV station at Albuquerque on channel 5.

## OSU AWARDS

Entries for Ohio State University's 1958 American Exhibition of Educational Radio and Television Programs will close Jan. 2, 1958, according to Dr. I. Keith Tyler, director of the University's Institute for Education by Radio-Television.

Purpose of the exhibition is to further the broadcasting of significant educational programs by singling out for special honors outstanding series broadcast in the U. S. and Canada.

Judging will be done in cooperative evaluation centers located throughout the nation, with each center being responsible for the evaluation of all programs in a particular class. Radio awards will be made in 10 program classes and the TV awards in seven.

Winners will be announced May 12, 1958. The prize-winning programs will be available for review at the annual Institute meeting in Columbus May 12 through 15.

Entry blanks and additional information may be secured by writing to Dr. I. Keith Tyler, Institute for Education by Radio-Television, Ohio State University, Columbus 10, Ohio.

## 11th ANNUAL RADIO AND TELEVISION CONFERENCE

Delegates from seven western states will meet at Bellevue Hotel in San Francisco for the 11th annual Western Radio and Television Conference Feb. 13 through 15, 1958.

Organized in 1947, the Conference was established to provide an annual meeting on the West Coast for an exchange of ideas among broadcasters, educators and students who share an interest in the greater use of cultural and public service aspects of broadcasting.

The 1958 Conference will feature informal provocative sessions pinpointing the problems, needs and current developments of public service programming for radio and TV. In addition, a prominent panel of experts will discuss the pros and cons of pay-TV.

Additional information on the Conference can be obtained through Ronald L. Hunt, 3712 Starr King Circle, Palo Alto, Calif.

## NAEB FORUM

*Starting with the January Newsletter, our readers will be given an opportunity of discussing pertinent educational broadcasting problems and ideas in a column titled the NAEB Forum.*

*Readers who are interested in sharing their ideas, experiences or suggestions with other educational broadcasters, are hereby invited to write us about them for the purpose of publication.*

*Contributions will be edited to meet space requirements.*

## NARTB CHANGES TO FORMER NAME

Members of the National Association of Radio and Television Broadcasters voted on Nov. 15 to revert to the organization's former name, the National Association of Broadcasters, effective Jan. 1.

A count of the mailed ballots showed 1,227 members favoring the shorter name with 35 opposed.

The business association of the broadcasting industry was organized in 1922 as the National Association of Broadcasters. This remained the name until 1951 when the name was changed to National Association of Radio and Television Broadcasters following a merger with the Television Broadcasters Association.

Membership of the organization currently is composed of 1,727 radio stations, 319 television stations, the four national radio networks, and the three national television networks. In addition there are 117 associate members from fields allied to the broadcasting industry.

## GOVERNMENT ETV PROPOSED

A proposal that the government buy top quality, commercial TV time for educational programs was made by Garnet R. Garrison, University of Michigan director of television.

Garrison, while addressing the Ann Arbor Rotary Club, suggested the government might exercise the right of eminent domain to reach mass audiences through the regular channels and thus further the development of the nation's scientific and intellectual processes.

Educational programs on commercial stations, Garrison feels, are ineffective because they are usually scheduled when few persons are watching. Neither does he believe that the few existing educational sta-

tions can do the job.

"Why," he asked, "should not the appropriate governmental agencies have power to exercise the right of eminent domain over broadcast time segments, taking over, if purchase is not easily possible, prime time spots on commercial stations and networks so as to provide program outlets?"

## NEWS OF MEMBERS

### GENERAL

Ohio University at Athens, operator of WOUI-FM, has now established a 100 watt AM station with call letters WOUB, according to Archie Greer, the University's supervisor of broadcasting.

WOUB's operation differs from most other educational radio stations in that it is completely student staffed and operated with faculty members acting merely in a supervisory and advisory capacity.

In describing the success of this arrangement Greer said, ". . . students have jumped into this thing with both feet and are doing an extremely good job with it. So far they have shown that they are mature enough and talented enough to operate this as a high quality educational radio station."

► A summertime internship program in Hoosier radio and TV stations for Indiana University students was recently announced by the I.U. Radio and Television Service and the Indiana Broadcasters Assn.

In a joint announcement, Prof. E. G. Sulzer, head of the I.U. department, and Les Spencer, general manager of WKVB, Richmond, and president of the IBA, said the internship program will start this summer. Students will be placed in summertime jobs in Indiana stations to match their special interests. Participants are those students who will be graduated the following year.

### PROGRAMS

The Brookfield (Ill.) Zoo and the ETRC have completed arrangements for the production of a new TV series of 13 programs titled "Discovery at Brookfield Zoo." The series, to be produced at WTTW, Chicago, is expected to take millions of viewers in the 26 cities making up the educational TV network on a new kind of safari through the animal kingdom by the summer of 1958.

Writer and producer of the series is Mary L. Grimes, whose two preceding "Discovery" series that originated at WGBH-TV, Boston, have made her well known to educational TV circuits.

"Discovery at Brookfield Zoo" will be partially financed by a grant from the Chicago Zoological Society.

► In a special program, "The 21 Inch Classroom," on Nov. 4, WGBH-TV, Boston, informed viewers of the latest developments in school TV and plans for its use in eastern Massachusetts.

The hour-long program opened with the background of developments of in-school TV and an explanation of its local use, followed by an outline of how each city and town can play an important part in bringing in-school television about. Then excerpts of films demonstrating how in-school TV is used in other communities across the nation were shown.

During the last 20 minutes of the program a panel of local experts in education and in classroom TV answered questions and considered suggestions offered by viewers. Interested viewers were encouraged to send in questions in advance of the telecast.

The program was shown in anticipation that beginning next spring or fall many elementary schools in eastern Massachusetts will use TV in their classrooms. So far, P-TA groups in that area have shown great interest in in-school TV.

► In honor of the seventh anniversary of the University of Houston's educational FM radio station KUHF, an hour-long stereophonic broadcast was carried simultaneously on KUHF and KUHT, the University's TV station, Nov. 6.

Unlike most stereophonic broadcasts, which use an AM radio station for one channel, this program reportedly was a pure-fidelity broadcast, since only TV and FM sound systems — the only systems capable of transmitting true high-fidelity — were used.

The program, which featured primarily light music, opened with a stereophonic demonstration to familiarize TV viewers with this modern method of sound reproduction.

Another seventh anniversary was observed Nov. 15 by the University's weekly broadcast "University Forum," Houston's only local program devoted entirely to discussions of world affairs.

Appearing on the program regularly are professors from the University of Houston and the Rice Institute, consuls and delegates to the United States from foreign nations, world travelers and political scientists and many famous personalities from government and allied fields.

Originating each Friday as a telecast in the University studios, the program is seen on KUHT and heard on FM radio over KUHF simultaneously at 7 p.m. (CST). A rebroadcast for AM listeners is carried Tuesdays at 8:30 p.m. on KTRH, a CBS affiliate.

► META, New York, reports the broadcasting of its 50th program since the opening of its production

center on Sept. 25 of this year. The success of META's operation is reflected by the thousands of letters which META officials say they received from grateful viewers, praising the "wonderful and stimulating" programs.

Housewives, students and school teachers are reported to have written such comments as: "most worthwhile program on the air today" . . . "accept my thanks for the many hours of enjoyment," and "please continue your programs" etc.

#### PERSONNEL

► Robert M. Petranoff, program manager of television station WTTV, Bloomington and Indianapolis, has been appointed producer-writer of the Indiana

University Radio and Television Services and lecturer in the University's Department of Radio and Television.

Petranoff, a native of Indianapolis and graduate of Indiana University, has been associated with WTTV since 1948.

► Don Quayle has been named acting program director of WOSU Radio, AM and FM, the Ohio State University stations.

He succeeds Les Spencer, who has accepted a position with WBNS Radio, local CBS affiliate.

Quayle has served as news supervisor of the University station since October 1956. He is currently studying toward a Ph.D. degree in theatre arts.

#### DIRECTORY CHANGES

Page 1	133 Active Members 95 Associate Members 59 Affiliate Members Radio-FM Only 89 Radio-AM & FM 7 TV & FM 7 Due To Operation Of . . . . . these 133 members . . . . . permits for, 168 stations		Audio-Visual Center 3041 Broadway New York 27, N. Y. Monument 2-7100
Page 4	<b>ADD:</b> Arkansas (Region V) KASU-FM* 91.9 mc 1 kw Arkansas State College John Cramer, Director Of Radio Box 176 State College, Arkansas Webster 5-5972	Page 33	<b>ADD:</b> NORTH CAROLINA (Region II) Woman's College Emil W. Young, Jr. Director of Television WUNC-TV Greensboro, North Carolina
Page 5	<b>ADD:</b> (Under KUSC) Department of Telecommunications		<b>ADD:</b> North Carolina State College Roy J. Johnston Director of Television WUNC-TV Building Raleigh, North Carolina
Page 6	<b>ADD:</b> (Under Indiana) WEVC (FM)* 91.5 mc 1.9 kw Evansville College V. G. Logan, Chairman Radio & Speech Committee Evansville, Indiana	Page 33	<b>DELETE:</b> Columbia University Erik Barnouw, Editor Center For Mass Communications 1125 Amsterdam Ave. New York, N. Y. University 5-2000
Page 9	(Under WBUR) <b>DELETE:</b> Melvin Bradshaug, Acting Chairman Division of Communication Arts	Page 36	<b>ADD:</b> Eastman Kodak Company John Flory, Advisor on Non-Theatrical Films 343 State Street Rochester 4, N. Y. Locust 2-6000 Ext 3272
Page 11	<b>ADD:</b> David Mackey, General Manager	Page 37	<b>ADD:</b> Milwaukee Public Library Serial Section 815 W. Wisconsin Ave. Milwaukee 3, Wisconsin Broadway 6-7578
Page 14	(Under KUON-TV) <b>DELETE:</b> 202 Stout Hall	Page 38	<b>ADD:</b> KASU-FM* Arkansas State College, State College, Arkansas KSHS (FM) Colorado Springs Public Schools, Colorado Springs, Colorado
Page 18	<b>ADD:</b> Temple Building		<b>ADD:</b> WEVC (FM)* Evansville College, Evansville, Indiana
Page 26	(Under WOUI (FM)) <b>ADD:</b> WOUB (AM) 1340 kc 100 w	Page 39	<b>ADD:</b> WOUB (AM) The Ohio University, Athens, Ohio
	(Under KCTS-TV) <b>DELETE:</b> Community Television Service		<b>ADD:</b> WMUB-TV Miami University, Oxford, Ohio
	<b>ADD:</b> University of Washington		
	(Under New York) <b>ADD:</b> Union Theological Seminary John W. Bachman, Director	Page 41	

## BOX SCORE

Total AM stations -	3157	(includes 38 non-commercial)
Total FM stations -	674	(includes 141 non-commercial)
Total TV stations -	564	(includes 28 non-commercial)

## AWRT SCHOLARSHIP INCREASES TO \$750

The American Women in Radio and Television, Inc., has announced the opening of its fourth annual competition. The scholarship has been increased from the previous \$500 to \$750 in order to meet rising tuition costs.

The deadline for entries is Feb. 1, 1958. The winner will be announced at the annual spring convention for the national professional women's organization, according to Betty Ross West, NBC, Chicago, chairman of the Scholarship Committee.

Established to encourage outstanding young women to enter the broadcasting field, the AWRT Scholarship Competition is open to all women students in their junior year at an accredited American college or university who study toward a degree in radio or TV. Applicants will be judged on scholarship, character, personality, stability, cooperation and adaptability.

In addition to the scholarship, the winner will be honor guest at the national AWRT convention, April 23 through 27, 1958 at the Fairmont Hotel, San Francisco, with all expenses paid.

For detailed information contact the American Women in Radio and Television, Inc., 501 Madison Avenue, New York 22, N. Y.

## PLACEMENT SUPPLEMENT

December 1 - Single man, 30, BM, seeks job with progressive, expanding educational TV outlet. Worked 3 years with CBS in various phases of radio/TV administration and production (staff director, program director of mobile color TV unit). Wide experience with all types of visual aid development and construction, film production and editing. Experienced in all types of script and promotion writing. Location, West or East Coast, Texas, Denver (Colo). Salary open.

December 2 - Broadcasting and speech instructor in junior college seeks ETV or teaching position for Sept. 1958. A.B., M.A. in TV and speech, 3 years with major metropolitan daily, 5 years in commercial broadcasting, one year in ETV. Also experienced in dramatic script writing, production for TV and film. Prefers metropolitan location. Salary open.

December 3 - Single man, 28, B.A. in communications, graduate work in public relations, journalism and government, seeks educational broadcasting position that can utilize his background. Location and salary open.

## TV TECHNICAL TIPS

—CECIL S. BIDLACK

Engineers at the University of Illinois have been busy this past month trying to beat the arrival of Old Man Winter. They've been making field strength measurements of both WILL-TV and WILL-FM. Their measurement method is patterned after TASO techniques which call for a 100-foot mobile run every two miles along the radial at an antenna height of 30 feet. Our pictures this month show the unique and inexpensive way in which the measuring dipole is raised to the 30 foot height.



An RCA BW-7A VHF Field Intensity Meter and Test Set was used. The mast used is the same sectional 1 1/4" seamless tubing used for TV antennas. The measuring dipole is mounted normally on the insulating mast section which is furnished with the meter. This insulating rod is inserted in the mast tubing and clamped so as to place the antenna 30 feet above ground. A 4" channel is bolted on the back of the truck and the mast pivoted (as shown) at the top of this channel.

For normal travel, the mast is tied down horizontally at the front end of the panel van. When a measurement is to be made, these ropes are untied and the mast is raised by pulling down on the section extending beyond the rear of the truck. This end fits into the channel bolted to the rear of the truck and is fastened in the channel with wire or rope. A

bolt through the mast enables the antenna to be oriented for maximum response. A short mobile run (100 ft.) is then made with the antenna at 30 feet. An average value of field strength is taken over this run as the measured field. The mast is then lowered and secured and they're off to the next measurement.

Rob Beldon, WILL chief engineer, says the mast and channel iron cost less than \$15 including one mast which was bent before they decided that the bracing shown was necessary. The field intensity meter is mounted temporarily on a desk in the truck with power supplied by the truck battery. Beldon may be seen in front of the truck. If you look closely, Clarence Berbaum may be seen inside the truck and Al Saldeen could be seen at the right of the picture if we hadn't cropped it to fit the column.



The FCC also recently denied a petition which asked that UHF stations be permitted to broadcast music and other purely aural programs while telecasting still pictures and slides for a part of the broadcast day. The FCC rule is that television aural and visual transmissions must comprise integral parts of the announcement or program and have a substantial relationship with each other.

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The first production model of the Ampex Videotape Recorder is scheduled to be completed in November. Among the new features announced by Ampex are complete interchangeability of tapes among all production units and a means of editing the recorded tapes without loss of synchronization. Production models are priced at \$46,000 and a delivery schedule set up earlier this year is expected to be maintained in spite of a strike which shut down production for a month this summer. Over 100 units have been ordered to date.

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An excellent paper on "Television Film Standards" was presented at the recent SMPTE Conven-

tion in Philadelphia. The authors are K. B. Benson and J. F. Whittaker of CBS Television in New York. In the paper, standards for control of the combined motion-picture and TV system are developed by an examination and correlation of the relationships between the two component processes and the effects upon the end product. It's a paper of interest to all TV engineers and will no doubt be published soon in the SMPTE Journal.

Included in the seventy four papers presented at this five day meeting was one by John R. Brugger, Chief Engineer of the Washington County Closed Circuit Television Network. John's paper covered a description of the equipment and the facilities used at Hagerstown.

While in Philadelphia we had the opportunity of visiting the studios of WHYY-TV and being conducted on a tour of their new facilities by Samuel Barbour, Chief Engineer. He reports that present programming from 9:00 a.m. to 3:15 p.m. is primarily for in school use. Programming will be expanded later to include evening hours. Reports of excellent reception on Channel 35 are very encouraging, Mr. Barbour states. WHYY-TV has a 12½ KW RCA transmitter with an ERP of 155 KW from a 500 foot tower.

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A television film camera for \$89.50! That's what Merlin Rawson paid for a surplus iconoscope camera which he has modified for use at the University of Southern California Telecommunications studio at Los Angeles. While the definition can hardly be called broadcast quality, (about 250 lines) this ike chain enables them to integrate film and slides with live pictures from the vidicon cameras used in teaching TV production.

The unmodified camera has free running oscillators and internal sync such that the video signal is suitable for feeding a monitor. However, the modification necessary to use standard RETMA pulses is very simple. A type 1846 iconoscope tube is used as the pick up tube. Since this is not available from stock, a spare camera tube was provided by purchasing a second camera. By the use of a simple mirror multiplexer, pictures from either a slide or film projector can be projected directly on the mosaic of the iconoscope.

The camera filaments operate from a 28 volt dc supply although instruction sheets furnished with the camera provide for AC operation by filament and plate rectifiers. A plate voltage of 400 volts at 175 mils is required as well as 50 volts of bias. This camera was built by RCA for aircraft use. We can tell you where it may be obtained on the West Coast although we've seen it advertised elsewhere. The data

sheets mention this camera as belonging to the ATK or ATJ series although the heading is Television Camera CRV-59.

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A new list of available FM, and FM-AM combination receivers on the market has been compiled by Ray Cheydleur of WFSU-FM at Florida State University. They are including the list in their fall program bulletin recently released. With the thought that other FM stations may want to include the list in their program bulletin or offer it to listeners, Ray has supplied us with a number of copies of the list. We'll be glad to send it to you upon request.

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"Fundamentals of Light and Lighting," Bulletin LD-2 of the General Electric Company, is an 86 page text covering lighting terms, measurements, color systems and design fundamentals. Dick Lawson of the WILL-TV staff recommends it highly and uses it as a reference in his course work in TV production. If you'd like a copy, write to the Inquiry Bureau General Electric Co., Nela Park, Cleveland 12, Ohio. They also have available a multilithed list of lamps for studio and theatre spotlights and flood-lights. It covers lamps for virtually all of the units in use in television studios. It might be helpful to our readers in selection of proper lamp types for studio use.

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"Operation Shoestring" a television project of the Schenectady Public Schools received considerable notice in the trade press last summer. A letter from Mr. Bernard F. Haake, Administrative Assistant, explaining the project, arrived too late to be included in the October *Newsletter*. Perhaps the point most emphasized last summer was that the system cost only \$3000.00.

Mr. Haake states that they did not intend to imply that a complex closed circuit television installation could be obtained at this price. The purpose of the project was to place minimal equipment in the hands of teachers so that they could become accustomed to working with it. The teachers did use the equipment, and now regard television in the same light that they regard a tape recorder or movie projector.

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The equipment used a GPL vidicon camera and monitor, which fed used television receivers purchased for the project and installed in three rooms adjacent to the transmitting classroom. Speakers were borrowed from film projectors to supply audio and room lighting was supplemented by photo floods in the "studio."

Mr. Haake believes that many school systems

would be willing to spend \$3000, as they did, to become familiar with this new medium and to see for themselves that it has application and value to education. Then they might be willing to consider more elaborate systems involving perhaps \$40,000 to equip a high school of 2000 students.

Merry Christmas and a happy New Year

-N A E B-

## NETWORK NEWS

— BOB UNDERWOOD

All contributors of programs to the NAEB Radio Network will receive certificates of recognition suitable for framing. The first certificates will be issued to contributors of series for the first quarter, 1958, offering and the 1957 and 1958 in-school offering. Additional certificates will be distributed at the beginning of each future quarter.

The nine by eleven-inch certificates will be worded:

"(Title of Series) produced by (Station or Organization) has been selected for distribution to the stations of the National Association of Educational Broadcasters Radio Network. Recognition is hereby given to this contribution to the educational broadcasting movement."

The certificates will be signed by the executive director of the NAEB and by the network manager.

The idea of this procedure originated with the Radio Network School Committee, whose plan had such merit that it was decided to distribute certificates to all network contributors.

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Radio Station WUOM, University of Michigan, is working on a very original and interesting series for the network. This series is attempting to bring the outstanding musical activities of our colleges and universities to the radio audience of NAEB by means of 13-hour programs, each of which will be devoted to musical organizations from one or more educational institutions.

If you would like to contribute to this series please contact Mr. E. G. Burrows, Assistant Director of Broadcasting, Station WUOM, University of Michigan, Ann Arbor. You are urged to contact Mr. Burrows as soon as possible since actual production of the series will begin in the near future.

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The NAEB Radio Network announces that it needs submissions particularly in the 30-minute segment area, although submissions for any time segment are always welcome. Outside of the grant-in-aid series few submissions of 30-minute program series are received. Write to the network manager for details on how to submit series.